YOUR BASIC® DOUBLE FEATURE

Dear Smoker,

Try this summer's runaway hit! BASIC®. The outstanding cigarette that tastes good *and* costs less. That's right. Rich taste at a low price.

No wonder BASIC® is getting such rave reviews.

Just use the enclosed coupons and preview your favorite smoke—Kings, 100's, Full Flavor, Lights, Ultra Lights, Menthol, box and soft pack.

BASIC®. It's all you need in a cigarette.

Sincerely,

Mike Rucker

Mike Rucker

P.S.— Coming soon! Be sure to look for more BASIC® sales promotions at stores where you shop.

01425 C2

© Philip Morris Inc. 1996

Ultra Lights: 6 mg "tar," 0.5 mg nicotine–Lights: 11 mg "tar," 0.8 mg nicotine–Full Flavor: 16 mg "tar," 1.0 mg nicotine–Non-Filter: 24 mg "tar," 1.5 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

BUY 2 PACKS GET 1 FREE

Consumer: Limit – one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax for product purchased.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1996

My normal retail price per pack, including sales tax, is $

Void

5 28200 52116 8

05855

$1.50 OFF CARTON OR 5 PACKS

Consumer: Limit – one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1996

Void

5 28200 52078 9

05854

2061038648

Source: https://www.industrydocuments.ucsf.edu/docs/fzdp0003